International Air Transport Association (IATA) Vision 2050 Report Assessment

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Introduction

An assessment of the "IATA Vision 2050" report (2011) included a review of the undertakings to date, a review of the feasibility of initiatives, an analysis of how goals and strategies can be achieved, and the significance this could play in the future for global aviation.

Research Question

Does the global aviation industry adequately develop strategic planning that develops supporting businesses to ensure industry growth and longevity?

Methods

- Meta-Analysis of relevant research and related documentation.
- Assessment related to the research question derives from outcome-based components of the aviation industry.
- Outcomes used to frame the analysis were IATA Vision 2050 main pillars:
  - Structuring for profitability.
  - Sufficient & efficient infrastructure.
  - Sustainable technology to power the industry.
  - Capability to meet the needs of the customer of the future.

(Foster + Partners 2014)

(Airbus 2011)

Results

Understanding prospective future air transport volumes will help various aviation industry participants conduct strategic planning now. Strategic planning provides how to meet future needs for population growth through workforce training, addressing anticipated volumes, and economics. Working with governments today on policy changes that may be needed, and how to expand airline and airport operations to meet needs is of critical importance.

Real Cost of Air Transport

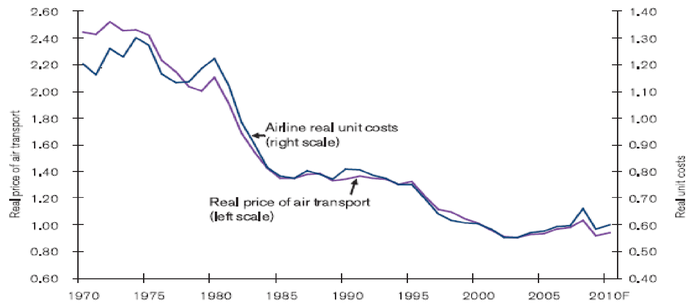

Figure 1. Real Cost of Air Transport by IATA (2011). This figure illustrates the real cost of air transport has more than halved since 1970 to 2011.

Aviation Industry Growth by 2050

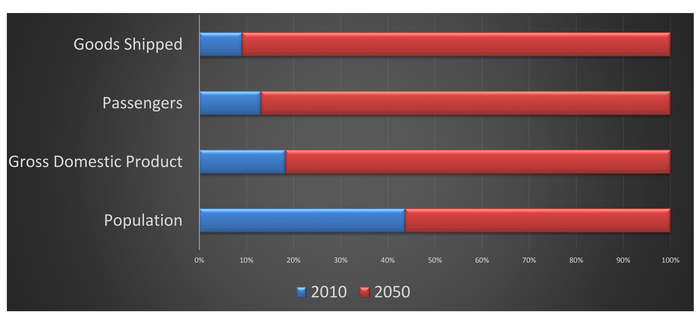

Figure 2. Aviation Industry in 2050 derived from *Vision 2050, 2011*, IATA. This figure illustrates the predict growth of the aviation industry since 2010 to 2050.

Conclusions

- *Importance of Air Transport* to global and economic environments.
- *Government Efforts* to are actively generate and monitor progress.
- *Technologies* in work to identify new needs and modifying existing products.
- *Liberalization Lessons* from Europe found minimal impact on competitiveness.

Summary

Globally, there is a need for strategic planning into the future that ensures customer priority, continuing airline pricing structures assessments, ensure the strength and profitability of aviation support industry, and sound infrastructure and technologies to support it.

Future Directions

1. Long-term strategic planning
2. Ensuring actions are moving forward and not staling

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